



## Google Cardboard

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### Intro

Google Cardboard is a virtual reality and augmented reality platform created by Google to be used with a head mount for a personal mobile phone device. Get it, fold it and look inside to enter the world of Cardboard. It's a VR experience starting with a simple viewer anyone can build or buy. Once you have it, you can explore a variety of apps that unfold all around you. And with plenty of viewer types available, you're sure to find one that fits you just right.

### Mission

When most people picture a virtual reality headset, they think of something really high-tech and far too expensive to be practical. Google wanted to create something anyone and everyone could buy and that's exactly what you get from google cardboard. It can be purchased for as low as \$2.35.

### Other Devices



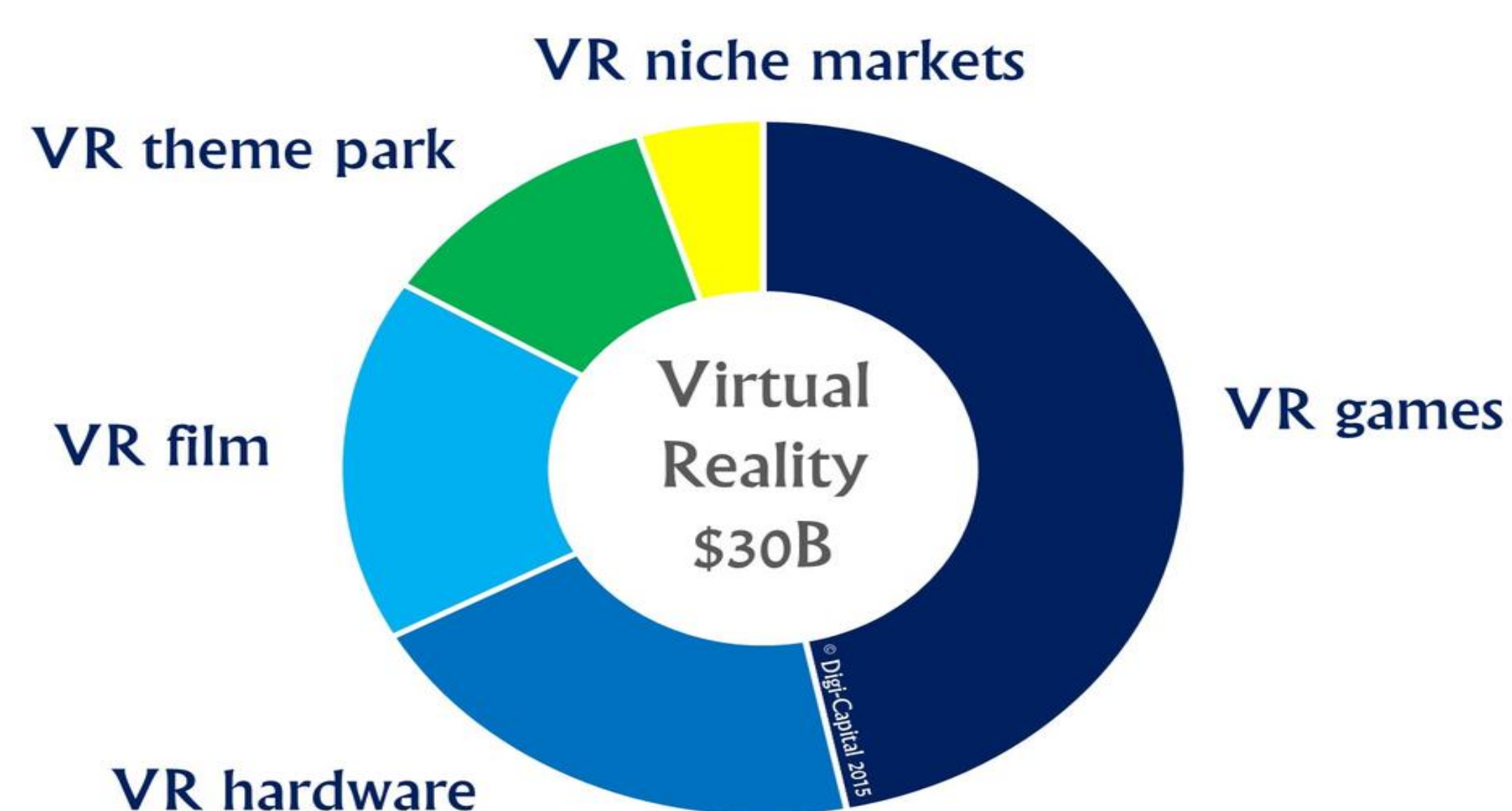
The Oculus Rift arrived earlier this year on March 28, 2016. The Rift is undoubtedly more technologically advanced than its Google counterpart. It supplies the user with a visual and interactive virtual reality experience, allowing them to operate in a virtual world with the help of additional hand sensors and controls. However, this extensive technology comes at a high price. The Oculus Rift is currently available for customers to pre-order at a price of 600 dollars.

### Applications



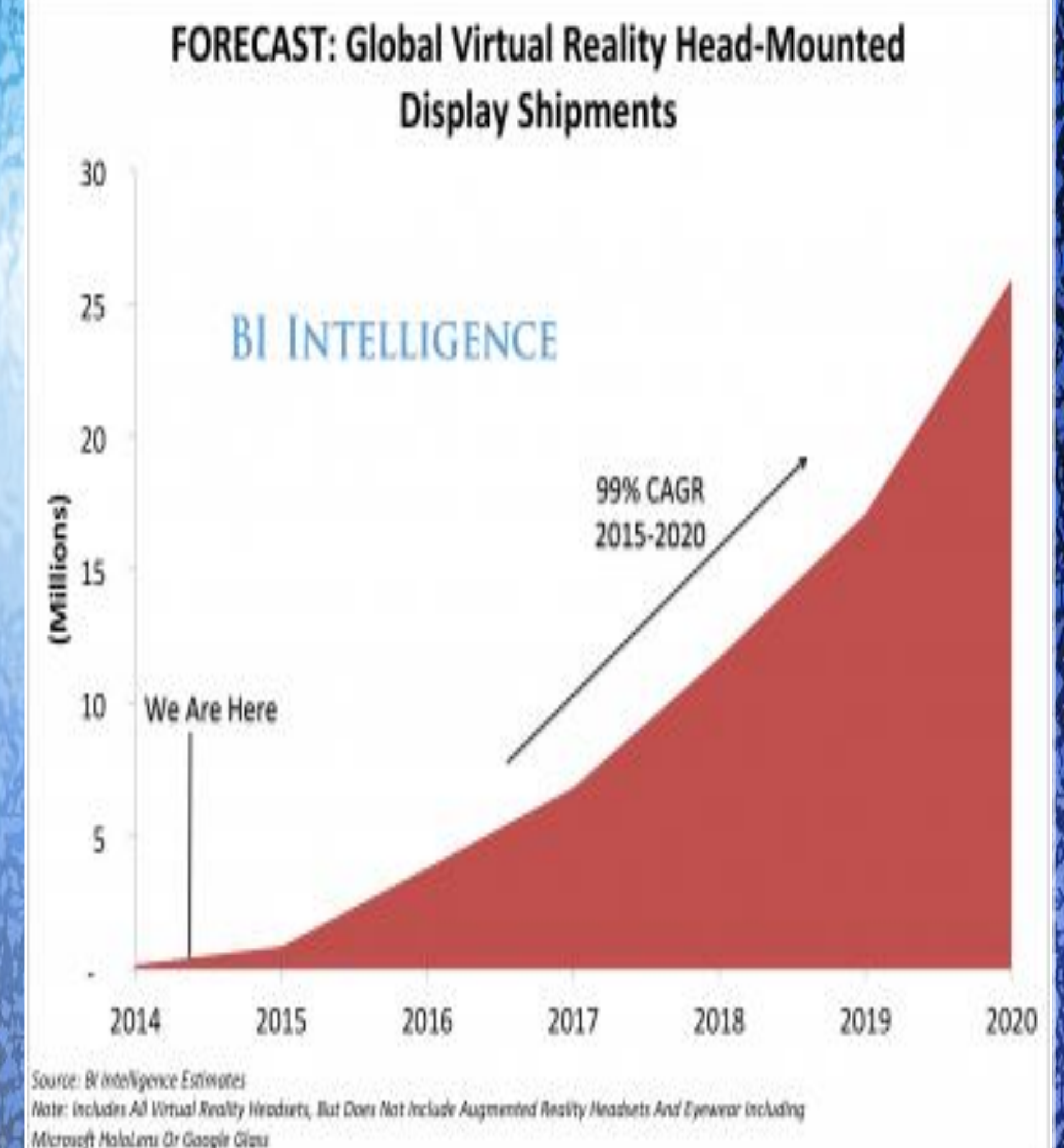
Google made it where anyone and everyone can download a variety of apps on their smart phone and use them for google cardboard. Example of different apps: Titans of space – allow you to get a short guided tour of the Solar System, Proton Pulse – a arcade video game through virtual reality, roller coaster apps, and visiting any city you want. The directions are simple, you just pick where you want to go or do, place your phone in the cardboard and look through the lenses.

### Future VR Revenue Share



This is an image of future revenue share for virtual reality, half of the pie chart is only for games. This tells us that VR game themed domains will be very popular in the next 5 years.

### Future VR



This is a forecast for virtual reality head-mounted display unit shipments. The graph shows the projected sales of virtual reality headset up until 2020. You can see by this graph that in the next 5 years virtual reality will be a big deal.

### Equipment

As the name suggests, Google cardboard is actually constructed with true cardboard and can be fastened with a variety of materials such as velcro, rubber bands, or even tape. The user's smartphone fits snugly in a small compartment in the back of the device.

### Special Thanks

